

METRO

A world leader gaining market share



To be competitive in the global environment calls for a host of plus points. For Metro Cash & Carry, having an effective supply chain is a major asset in optimising its equipment and consumables sales to the groceries profession. Sales in France in 2003 were up 4.9% on the previous year. A look at a structure that is both rigorous and productive...

Number one worldwide cash-and-carry wholesaler dedicated to the grocery industry, Metro is established in thirty countries. In France – 2nd country of the Group after Germany, its country of origin – Metro manages 83 warehouses, amounting to over 400,000 sq.m of sales area. In addition to grocery products, the company sells consumables and equipment such as kitchen equipment, furniture, tableware

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and textiles “What we call “general goods” generate around 15% of our company’s turnover”, states Didier Warckol, Supply Chain Manager of Metro Cash & Carry France. “We are always on the lookout for new innovations liable to increase our competitiveness in this field!” So, in the early stages of this millennium, Metro Cash & Carry France is focusing its attention on the organisation of the logistics chain. “Making a break from the norm, as our company has generally worked with the same service providers for years, we decided to call on a new partner. So, in 2003, we confided all our warehousing, stock management, order preparation and general goods transport to the Norbert Dentressangle Group, and we have no regrets! The quality of



solutions put forward has allowed us to optimise our supply chain and to win market share.” At the heart of this new organisation is Norbert Dentressangle’s logistics platform just a short distance from Paris, in Bruyères-sur-Oise. Certified ISO 9001 (version 2000) since July 2003, it has a permanent staff of 110 to manage the daily dispatching of around 800 pallets of products. Of the 75,000 sq.m structure, 48,000 are dedicated to

Metro for its “general goods” business. Products, which come from different European and also Asian countries, transit through this site before being distributed all over France (cf. boxed text), according to deadlines, of course. “Thanks to an information system, the efficient transport of goods is guaranteed. And modifications made to this information system, on the advice of Norbert Dentressangle’s design office, have made it even more efficient. There are daily exchanges between the platform in Bruyères-sur-Oise and our sites. In this way, the control of our entire business has hugely improved!”

Responsiveness, efficiency, and rigour are three fundamental qualities that Metro Cash & Carry France is overjoyed to have found in its logistics provider. “I should add a fourth, which in my opinion is just as strategic: creativity”, adds Didier Warckol. “Like us and with us, Norbert Dentressangle’s teams are constantly in pursuit of progress and regularly put forward new suggestions. That’s the real added-value of their service: advice! They are our partners, and very attentive to our needs.” This satisfaction has led both companies to consider other projects. “We are working, in particular, on introducing

voice recognition technology, which will enable staff in charge of order preparation to receive the necessary information through light-to-wear headphones and confirm tasks through voice control. We are also looking into the possibility of extending our partnership with Norbert Dentressangle in other countries.” A marriage made to last!

Borderless skills

In Italy, Norbert Dentressangle is organising two warehouses for its customer and partner, Metro:

For general goods

- A 16,000 sq.m building in Settala (ISO 9001, version 2000 certified).
- Logistics services: cross docking – packaging – hanging clothes – repackaging of clothes.
- 600 pallets dispatched/day.
- 3,500 items of clothing on hangers dispatched/day.
- 36 supermarkets delivered.

For food products

- A 26,000 sq.m building in Trezzo (ISO 9001 certified).
- 1,600 pallets dispatched/day.
- Logistics services: in/out activities – cross docking – direct distribution to Metro sales outlets – quality control through picking.